



Briefing on the Holly Shores/Edward Rendon, Sr. Park Master Plan Project

Parks and Recreation Board Meeting
June 25, 2013
Chris Yanez, Principal Planner



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Project Background

In September 2009, City Council passed a resolution that reallocated funds from the Holly Good Neighbor Program to develop a Master Plan for Edward Rendon Sr. Park at Festival Beach, Fiesta Gardens and the Holly Power Plant Site Park, which provides an additional 9 acres of parkland. The Master Plan will serve as a guide for best uses for new and existing parkland and facilities.

Through the City of Austin's consultant selection process, PARD selected Michael Van Valkenburgh & Associates out of Cambridge, MA as the primary design consultant and gave notice to proceed in mid-March of 2012.



Public Engagement & Participation

- ❖ PARD and the consultant team presented the project scope and process to a Citizen Advisory Group (CAG) made up of local community leaders at a meeting in August 2012.
- ❖ PARD Staff and the consultants engaged the community through a series of public meetings which included community workshops, youth-oriented events, focus group sessions (platicas), exhibits at public venues, updates to interested stakeholders and outreach at community events.
- ❖ PARD has conducted four (4) community workshops and eight (8) smaller focus group sessions targeting local leaders, youth and seniors.



Public Engagement Cont.

- ❖ Boards and Commission Process is anticipated to begin August 2013 and will include:
 - ❖ Parks and Recreation Board
 - ❖ Planning Commission
 - ❖ Waterfront Planning Advisory Board
 - ❖ Design Commission
 - ❖ Arts Commission
 - ❖ Environmental Board
 - ❖ Land and Facilities Committee
 - ❖ Navigation Committee

- ❖ City Council presentation and adoption anticipated late September/October 2013.



Community Outreach

AUSTIN PARKS & RECREATION
 City of Austin, Texas
Holly Shores/ Edward Rendon, Sr. Park at Festival Beach Master Plan
 Community Outreach & Engagement Efforts

Community Workshops:

Workshop 1
 August 20, 2012
 At the Emma S. Barrientos Mexican American Cultural Museum

Workshop 2
 November 14, 2012
 At Martin Middle School

Workshop 3
 February 25, 2013
 At Metz Elementary School

Workshop 4
 May 20, 2013
 At Martin Middle School

Youth Events:

Youth Event 1: Build a Dream Park
 August 18, 2012
 Fiesta Gardens- West End
 Open to the community

Youth Event 2: Park Activity
 October 3, 2012
 UT-Elementary
 5th Graders

Youth Event 3: Enrichment Hour
 October 25, 2012
 Martin Middle School

Other Outreach Efforts

Meeting, Online Tools & Exhibits:

Meeting-In-A-Box Exercise
 Speak Up Austin Forum
 Preliminary Concept Exhibits and Comments Boxes placed at:
 Terrazas Library, Cepeda Library,
 Metz Recreation Center, Camacho Activity Center & City Hall

Outreach at Community Meetings:

Citizen Advisory Group Meeting- June 18, 2012
 Holly Neighborhood Coalition Meeting- October 2, 2012
 "A Tour of Chicano Park"- Sunday, October 14, 2012

Outreach at Community Events

Fiesta del Grito de Independencia
 Saturday, September 15, 2012
 Emma S. Barrientos Mexican American Culture Center

Haskell Halloween Block Party
 Wednesday, October 31, 2012

Celebración del Día de los Muertos
 Saturday, November 3, 2012

Emma S. Barrientos Mexican American Culture Center

Fiestas Patrias Cinco de Mayo Celebración
 Saturday, May 4, 2013
 Fiesta Gardens

"Platicas"

1. August 14, 2012
 Metz Recreation Center

4. November 2, 2012
 For Senior Citizens at Metz Recreation Center

2. August 15, 2012
 Metz Recreation Center

5. November 8, 2012
 For Seniors Citizens at RBJ Center Community

3. October 30, 2012
 For Seniors Citizens at Metz Recreation Center

6. April 30, 2013 for CAYL at Metz Recreation Center

7. May 2, 2013 for the Holly Decommission Group at Metz Recreation Center

8. May 9, 2013 for Martin Middle School

Boards and Commissions

Boards and Commissions review will take place in July/August 2013. Check the website for an updated schedule or send a request to be placed on the email notification list to the project email address.

hollyshoresmasterplan@austintexas.gov
 or call 512-974-9470



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AUSTIN PARKS & RECREATION
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Holly Shores/ Edward Rendon, Sr. Park at Festival Beach Master Plan
 Community Workshop Outreach & Engagement Efforts

Community Workshop 1:

August 20, 2012
 At the Emma S. Barrientos Mexican American Cultural Center

- Notified CAG (49 Representatives of 29 Organizations)
- Notified organizations on Community Registry
- Posted information on the project website
- Posted information on the PARD website
- Email notice sent at request of interested list
- Posters and fliers displayed and distributed at: Camacho Activity Center Metz Recreation Center Pan Am Recreation Center Zaragoza Recreation Center Expedition School Cepeda Library Terrazas Library Emma S. Barrientos Mexican American Cultural Center Fiesta Gardens
- Back to school celebration event at Metz
- Austin Notes
- Press Release (Spanish and English news)
- Radio Interview (KUT)-Chris Yaliez
- Participants of pláticas notified by project staff

Community Workshop 2:

November 14, 2012
 At Martin Middle School

- Notified CAG (49 Representatives of 29 Organizations)
- Notified organizations on Community Registry
- Posted information on the project website
- Posted information on the PARD website
- Email notice sent at request of interested list
- Posters and fliers displayed and distributed at: Camacho Activity Center Metz Recreation Center Pan Am Recreation Center Zaragoza Recreation Center Cepeda Library Terrazas Library Emma S. Barrientos Mexican American Cultural Center Fiesta Gardens
- Back to school celebration event at Metz
- Austin Notes
- Press Release (Spanish and English news)
- Radio interview (KUT)-Ricardo Soliz
- Online community calendars
- 2 street banners (on 7th Street and on Riverside Dr.)
- 6 meeting notice signs posted in the park
- Every Door Direct flier delivery service (4,180 delivered)
- Over 1,500 fliers provided to neighborhood reps for distribution
- Invitations provided at community events and meetings (15 events)
- Fliers distributed at youth events
- Participants notified by project staff

Community Workshop 3:

February 25, 2013
 At Metz Elementary School

- Notified CAG (49 Representatives of 29 Organizations)
- Notified organizations on Community Registry
- Posted information on the project website
- Posted information on the PARD website
- Email notice sent at request of interested list
- Posters and fliers displayed and distributed at: Camacho Activity Center Metz Recreation Center Pan Am Recreation Center Zaragoza Recreation Center Cepeda Library Emma S. Barrientos Mexican American Cultural Center Fiesta Gardens
- Austin Notes
- Press release (Spanish and English news)
- PARD Facebook
- 2 street banners (on 7th Street and on Riverside Dr.)
- 6 meeting notice signs posted in the park
- Every Door Direct flier delivery service (4,150 delivered)
- Over 600 fliers given to neighborhood reps for distribution
- Invitations provided at community events and meetings (15 events)
- Fliers distributed at the Pan-Am Recreation Center Thanksgiving Dinner
- Despierta Austin interview on Univision - Rey Hernandez
- KXAN interview- Ricardo Soliz
- Participants of pláticas notified by project staff
- Invitation to next community workshop given at end of Community Workshop 2

Community Workshop 4: May 20, 2013 At Martin Middle School

- Notified CAG (49 Representatives of 29 Organizations)
- Notified organizations on Community Registry
- Posted information on the project website
- Posted information on the PARD website
- Email notice sent at request of interested stakeholder list
- Austin Notes
- Press release (Spanish and English news)
- PARD Facebook
- 6 meeting notice signs posted in the park
- Every Door Direct flier delivery service (4,154 delivered)
- Fliers distributed
- Invitations provided at community events and meetings
- Participants of 3 pláticas notified by project staff
- Invitation to next community workshop given at end of Community Workshop 3
- Exhibits /Displays of preliminary concepts at various locations



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Holly Shores/Edward Rendon, Sr. at Festival Beach Draft Master Plan



Questions?

